



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report November 2013

<http://www.facebook.com/NavyRegionHawaii>

Compiled by: Navy Region Hawaii Public Affairs






Most Reached Facebook Posts

The people who have seen the CNRH FB post in the past 28 days.

Top Reached Post – (11/14) Native American Heritage photos, 3,408 people reached

You might like Navy Region Hawaii. Hide

 **Navy Region Hawaii** added 7 new photos to the album **Native American Heritage Celebration at JBPHH**.
November celebrates the cultures, histories and traditions of the indigenous peoples of North America, including parts of Alaska and the island state of Hawaii, and recognizes the significant contributions these first Americans made to the establishment and growth of the United States. To download high res photos go to <http://www.flickr.com/photos/navyregionhawaii/sets/72157637670924116/>



about 3 weeks ago

Like Comment Share

15 Likes

3,408 People Reached

200 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

| | | |
|--------------------|----------------------|--------------------|
| 15 Likes | 0 Comments | 0 Shares |
|--------------------|----------------------|--------------------|

FROM LIKES, COMMENTS & SHARES

| | | |
|---------------------|----------------------|---------------------|
| 148 Likes | 6 Comments | 31 Shares |
|---------------------|----------------------|---------------------|

TOTAL

| | | |
|---------------------|----------------------|---------------------|
| 163 Likes | 6 Comments | 31 Shares |
|---------------------|----------------------|---------------------|

446 Post Clicks

| | | |
|---------------------------|--------------------------|---------------------------|
| 340 Photo Views | 29 Link Clicks | 77 Other Clicks |
|---------------------------|--------------------------|---------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Other Top Posts:

- (11/22) Welcome Home USS Chosin photos: **1,728 reached**
- (11/12) Veteran's Day Ceremony_Mighty Mo: **1,367 reached**
- (11/04) PH Survivor Gale Mohlenbrink ash scattering: **1,276 reached**



Most Engaged Facebook Posts

The people who have liked, commented or shared CNRH FB posts in the past 28 days.

Top Reached Post – (11/22) USS Chosin photos, 2,467 Post Clicks; 128 Likes, Comments & Shares

You might like Navy Region Hawaii. Hide

 Navy Region Hawaii added 9 new photos to the album **Welcome Home USS Chosin!**



about 2 weeks ago

Like Comment Share

66 Likes 4 Comments 1 Share

1,728 People Reached

128 Likes, Comments & Shares

| FROM YOUR PAGE AND POSTS | | |
|--------------------------|------------|----------|
| 66 Likes | 4 Comments | 1 Shares |

| FROM LIKES, COMMENTS & SHARES | | |
|-------------------------------|------------|----------|
| 47 Likes | 3 Comments | 7 Shares |

| TOTAL | | |
|-----------|------------|----------|
| 113 Likes | 7 Comments | 8 Shares |

2,467 Post Clicks

| NEGATIVE FEEDBACK | | |
|-------------------|------------------|--|
| 1 Hide Post | 0 Hide All Posts | |
| 0 Report as Spam | 0 Unlike Page | |

| FROM YOUR PAGE AND POSTS | | |
|--------------------------|---------------|------------------|
| 2,065 Photo Views | 1 Link Clicks | 401 Other Clicks |

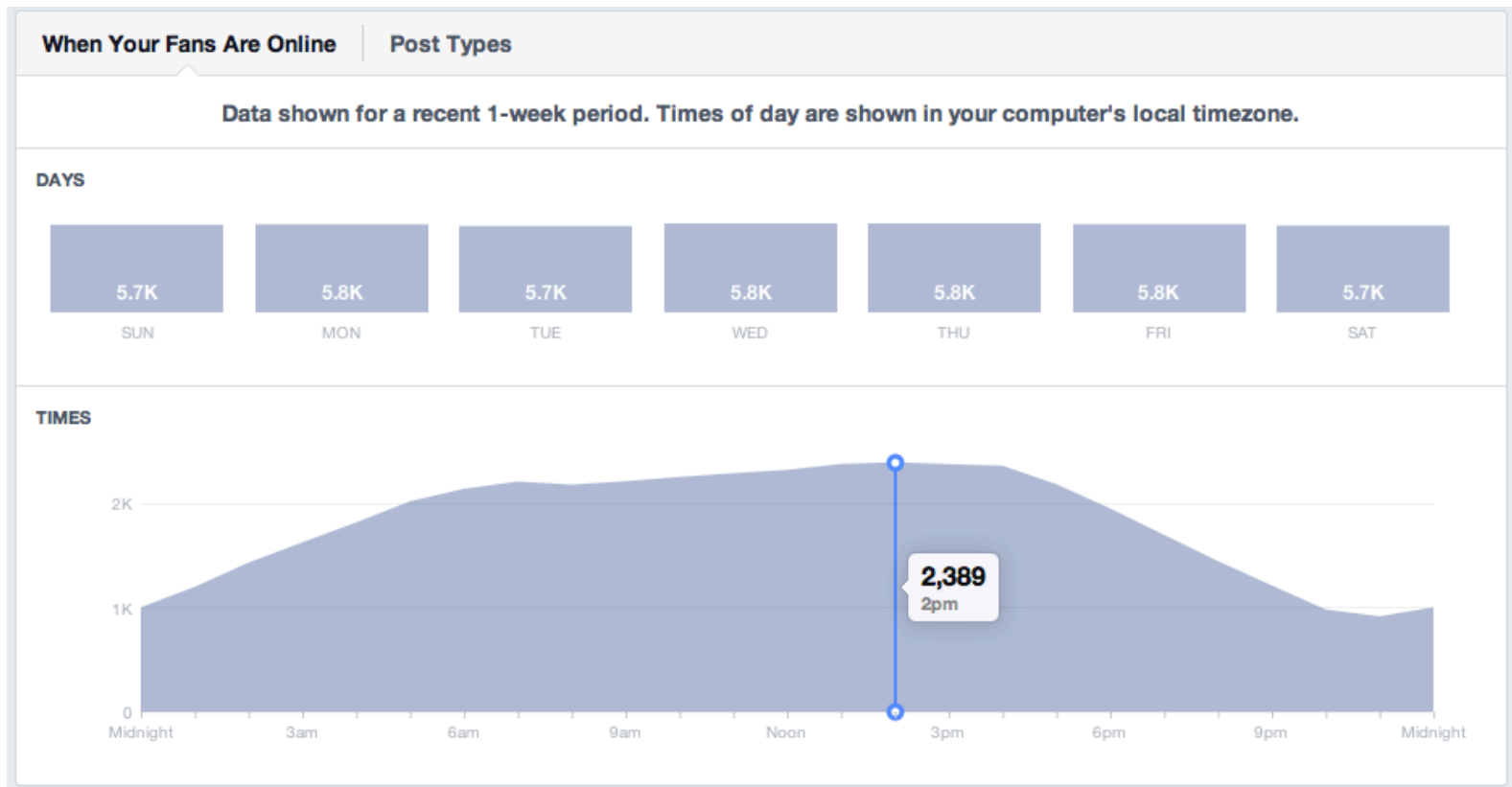
Other Top Posts:

- (11/2) Republic of Korea Ships visit photos: **824 Post Clicks; 33 Likes, Comments & Shares**
- (11/4) PH Survivor Gale Mohlenbrink ash scattering: **682 Post Clicks; 86 Likes, Comments & Shares**
- (11/14) Native American Heritage: **446 Post Clicks; 15 Likes, Comments & Shares**



When are fans online?

Based on the recent 1-week period in November, most fans are online at 2 p.m. with an average of 2,389 viewers.





Total Page Likes – 7,030

The total page likes is based on the recorded data between Nov. 1 to Dec. 1.

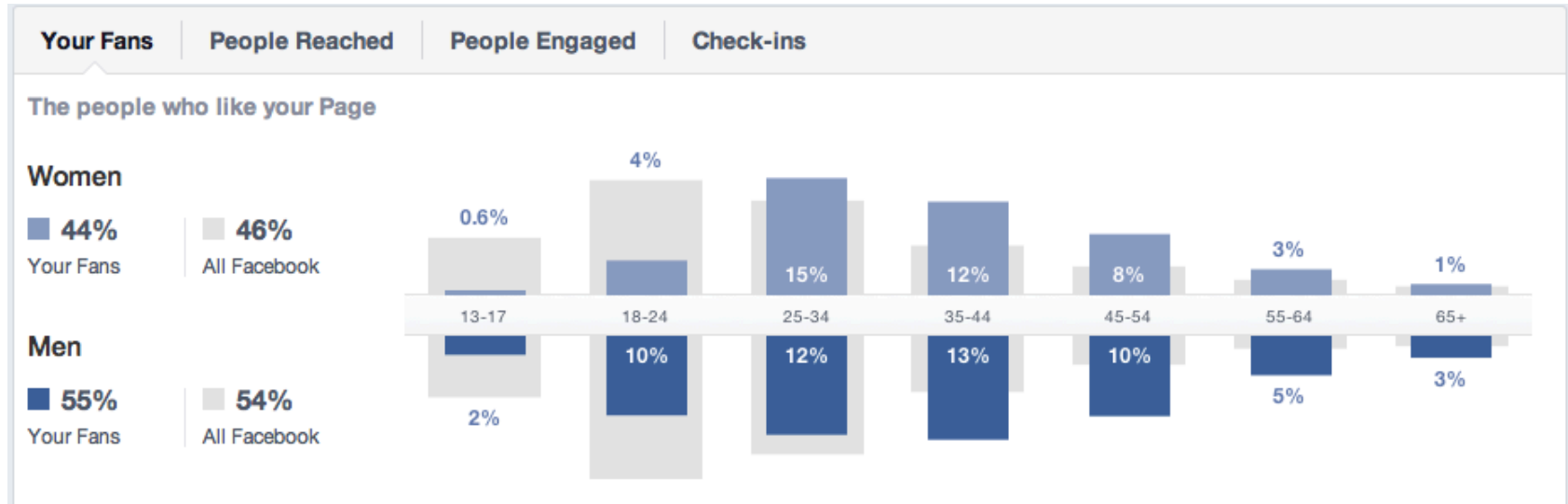


* CNRH Facebook increased its fan base by 138 fans from last month w/a previous number of 7,030.



Demographics

Fans who like the page based on their **Age & Gender**



Fans who like the page based on **Top 5 Country Locations**

- United States of America (HI, CA, VA, DC, FL) – 5,316 fans
- Philippines – 217 fans
- Japan – 96 fans
- India – 95 fans
- Thailand – 73 fans